

Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**
Field of study: **International Business**
Academic year: **2016/2017**
Bachelor Thesis Topic: **Marketing Communication of Mc Donald's**
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Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	3
2.	Logical structure	3
3.	Using of literature, citations	3
4.	Adequacy of methods used	3
5.	Depth of analysis	3
6.	Self-reliance of author	3
7.	Formal requirements: text, graphs, tables	3
8.	Language and stylistics	3

Comments and Questions:

The BT is aimed at analysis of the marketing communication of the McDonald company. The text is divided into three parts: the first part is declared to analyse the current marketing communication, it provides, however, an overview company's strategy, tools, values, mission, products, facilities, benefits, etc. The second part deals with company's approach to the markets of China and Russia and with their comparison. The third chapter provides information about the problems and scandals that the company faced at different market. The BT is actually a composition of various texts that do not have any theoretical background. The author does not understand properly what does it mean marketing communication and mixes all the marketing aspects together, without a clear structure and purpose. Format of the BT has many flaws – pages do not have numbers, main chapters do not start at a new page, etc. Questions for the defence: 1. Identify and present the marketing communication aspects in the overall marketing of McDonald. 2. Do you consider the marketing communication used by McDonald toward children as appropriate one?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **3**

Date: 18/05/2017

doc. Ing. Ludmila Štěrbová, CSc.
Opponent